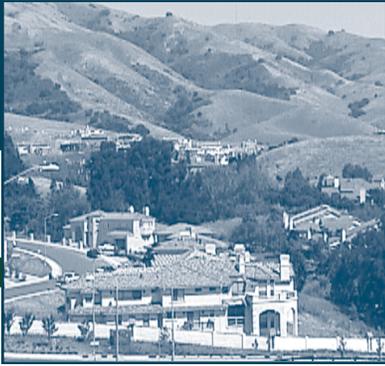




## Economic Development

# Market Profile

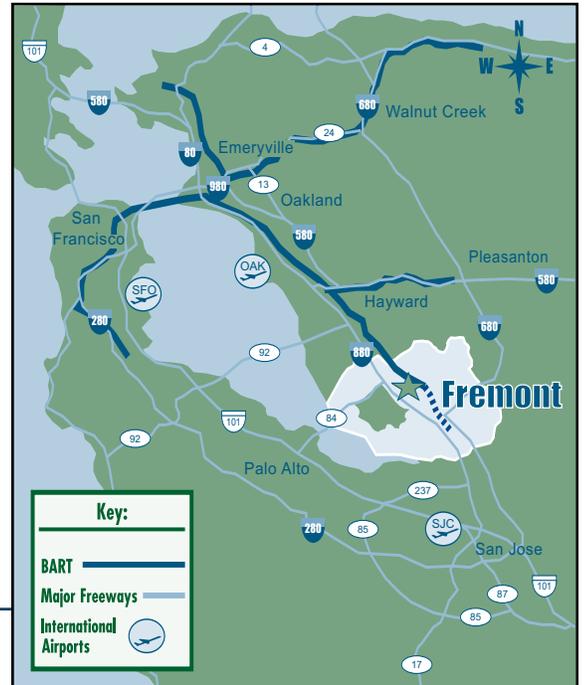


*"Fremont is a great place to do business. I guarantee it."*

George Zimmer, Founder and CEO  
Men's Wearhouse  
Headquartered in Fremont

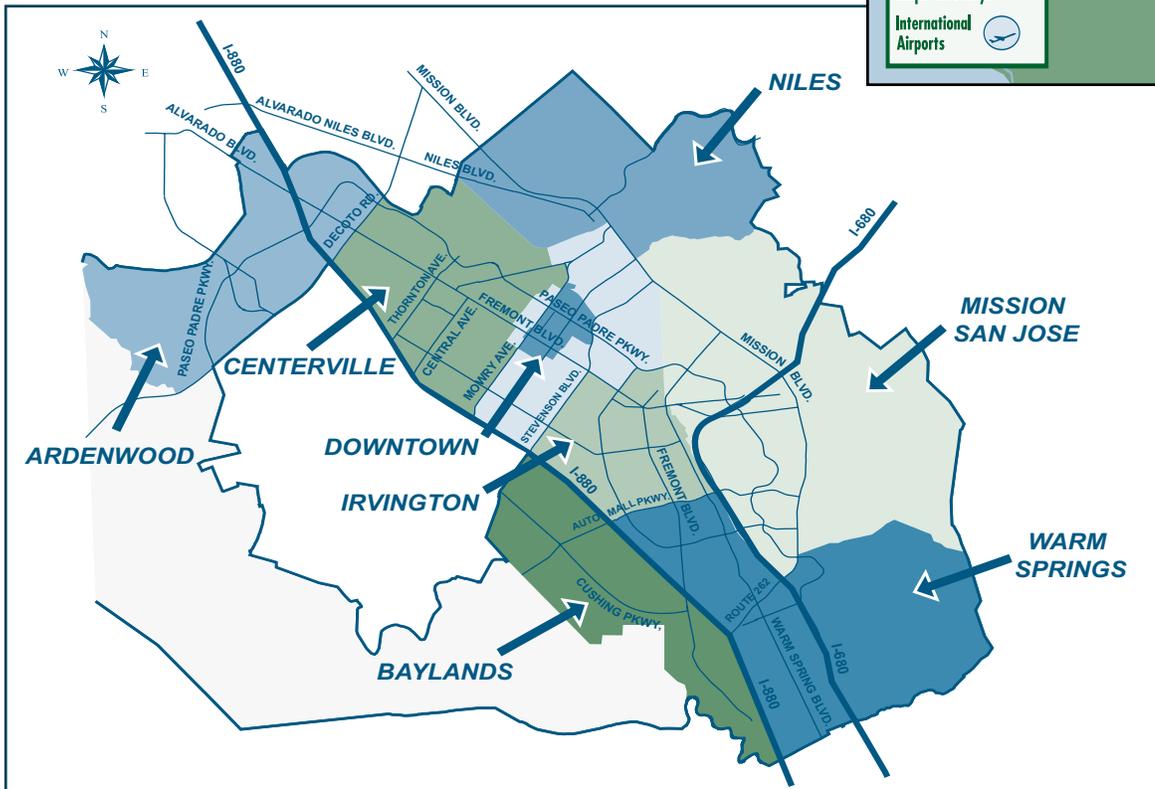
# WELCOME!

**Fremont** is a progressive city of over 210,000 people located within Silicon Valley. The 4<sup>th</sup> largest city in the San Francisco Bay Area, Fremont enjoys a vibrant and well-diversified globally connected economy of over 1,200 high-tech and biotech firms within its eight business districts.



**Key:**

- BART
- Major Freeways
- International Airports





*“The city’s development climate is business-friendly, encouraging growth and acknowledging success. In this location, we’ve grown even beyond our dreams, and we look forward to maintaining our corporate headquarters here for years to come.”*

Daniel Borel, Chairman of the Board and Co-Founder  
Logitech Inc.

### ***FREMONT'S BUSINESS CLIMATE***

City leaders have embraced economic development as the cornerstone of Fremont’s future. Policy decisions are driven by plans to improve Fremont’s economic vitality and achieve the vision of “A diverse, strong, and adaptable economy where businesses can be successful in the global economy and where residents and visitors can enjoy high-quality commercial amenities.”

According to a recent report by *Strategic Economics*, Fremont’s overall economic picture is positive. Fremont’s growth far outpaced that of the rest of the region in the 1990s, with employment expanding by over 60% from 1992 to 2000. Employment is projected to continue growing by 14% over the next 10 years.

### ***HI-TECH, BIOTECH & LIFE SCIENCES***

Fremont offers over 42 million square feet of office, R&D, manufacturing, and warehouse building space in three high-tech and biotech business centers: Ardenwood, Baylands, and Warm Springs. Each is an ideal location for commercial development and expansion.

Fremont is committed to growing its biotech and life science businesses. Companies range from pharmaceuticals, medical device, biotechnology and manufacturing firms of all sizes. The City appreciates all Fremont businesses and works to have them stay and expand in our community.

### ***FREMONT'S RETAIL OPPORTUNITY***

The population and income base for Fremont and its surrounding areas compare favorably to the region's most prominent pedestrian-oriented retail centers.

<b>Demographics</b>	<b>Primary Trade Area</b>	<b>Secondary Trade Areas</b>		
	<b>Fremont</b>	<b>Union City</b>	<b>Milpitas</b>	<b>Newark</b>
<b>Population</b>	210,445	70,725	64,243	43,781
<b>Households</b>	68,525	19,405	17,383	13,160
<b>Household Income &gt; \$50,000</b>	53,654	14,690	13,705	9,871
<b>Household Income &gt; \$100,000</b>	29,948	7,788	8,117	4,816
<b>Avg. Household Income</b>	\$110,745	\$99,198	\$114,290	\$92,735



Source: Claritas 2005 Estimates

<b>Avg. Household Income</b>	<b>1 Mile</b>	<b>5 Mile</b>
<b>Capitol Avenue, Fremont</b>	\$90,713	\$103,998
<b>Bay Street, Emeryville</b>	\$57,690	\$76,122
<b>Broadway Plaza, Walnut Creek</b>	\$86,718	\$108,862
<b>Santana Row, San Jose</b>	\$83,590	\$97,785

Source: Claritas 2005 Estimates



*"We moved our headquarters to Fremont because the City offers growing biotech companies like Scios attractive real estate terms, spacious, well-designed buildings and campuses, and a very favorable working-environment for our employees."*

David W. Gryska, CFO, Scios Inc.



## ***BUSINESS DISTRICTS***

- ***Ardenwood:***

Home of the Ardenwood Technology Park, one of the most prominent biotech and high-tech hubs in the San Francisco Bay Area.



- ***Baylands:***

Prime location for Fremont's hotel, auto dealer, and globally connected high-tech business community.



- ***Centerville:***

The international flavor and active business and residential communities add to its pedestrian-friendly character.



- ***Downtown:***

Currently in the planning stages to become the premier pedestrian-scale, mixed-use, lifestyle center serving the East Bay.



- ***Irvington:***

Home to the Broadway West Theatre Company, cafés, successful boutiques, and upscale and international restaurants with charming storefronts along Bay Street and adjoining streets.



- ***Mission San Jose:***

A charming business community bordering Ohlone College, this district offers many fascinating historical and cultural attractions and business opportunities. Ranked the 9th wealthiest neighborhood in the East Bay, this is an ideal location for upscale dining and retail.



- ***Niles:***

A charming center of antique stores, specialty shops, and eateries along its main street, Niles Boulevard. The City of Fremont and Niles property owners have combined efforts to establish Niles as a regional destination for artisans, specialty retailers, and restaurants.



- ***Warm Springs:***

Home to hundreds of Fremont's well-diversified high-tech firms in the industry clusters of software, hardware, telecommunications, and biotech.





*“I have found the Redevelopment Agency and City staff to be helpful, positive, and encouraging. I feel good about working with the City and its departments.”*

Alan Heyman, Niles District  
Business and Property Owner  
Alan Heyman Custom Slip Covers



### **Redevelopment Project Areas**

The City of Fremont Redevelopment Agency is dedicated to the revitalization of the historic commercial centers of Centerville, Irvington, and Niles, along with the Industrial (Baylands) Business District Redevelopment Project Areas.

#### **Centerville:**

Efforts to revitalize the 302-acre Redevelopment Project Area include the Centerville Market Place, a new main street-style development featuring 58,000 SF of exciting new retail and restaurant space with 110 residential townhomes.

#### **Irvington:**

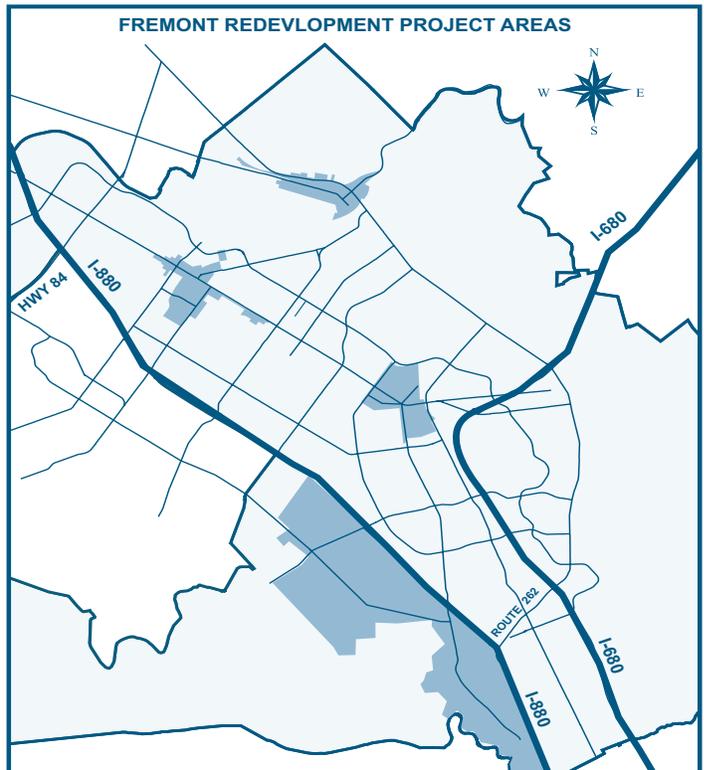
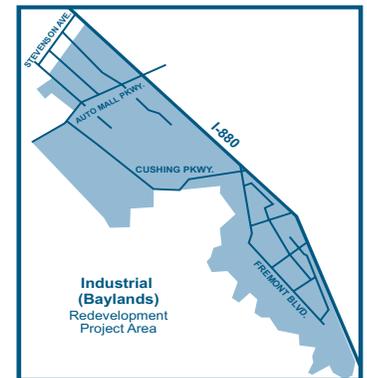
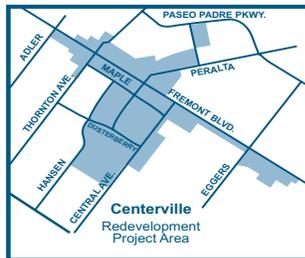
The 473-acre Irvington Redevelopment Project Area is within the Irvington Business District. The Bay Street Streetscape project is one of the cornerstones for Irvington's revitalization. Improvements such as period-style lamps and benches, landscaped planter areas and trees will enhance and support other public and private revitalization efforts in and around the Five Corners area in Irvington.

#### **Niles:**

The Redevelopment Agency is actively developing a comprehensive retail marketing and business recruitment strategy to attract new retail stores to the 68-acre Niles Redevelopment Area. The City Council has approved conceptual design plans for the Niles Town Plaza to serve as a community gathering place with an amphitheater and stage area at the center.

#### **Industrial (Baylands)**

The 3,000-acre Industrial Redevelopment Project Area lies within the Baylands Business District. Newly developed and ready to serve the region's retail needs is Pacific Commons at the the intersection of Automall Parkway and I-880. Developed by Catellus Corporation, this 700,000 SF retail power center offers a wide variety of retail and dining opportunities.





*“The City of Fremont, being part of Silicon Valley, has a mixed labor force of skilled and technical individuals. Having convenient access to this type of local labor pool ensures the output of our products have a high degree of excellence.”*

Chin Fan, President  
Flash Electronics, Inc.



## ***DEMOGRAPHICS***

### ***Population***

Fremont’s population of 210,445 is the fourth largest in the San Francisco Bay Area, and 14th largest in California.

### ***Employment Base***

Fremont fosters a vibrant and well-diversified globally connected economy with a varied distribution of employment in many different industry groups.

#### **Employment Distribution**

SECTOR	% OF TOTAL JOBS
Services	28.5%
Manufacturing	26.9%
Educational, Health & Social Services	13.2%
Retail Trade	11.3%
Information	4.8%
Wholesale Trade	4.4%
Transportation/Warehousing/Utilities	4.1%
Construction	4.1%
Public Administration	2.5%
Agriculture/Fish/Forestry/Mining	0.2%

*Source: 2000 U.S. Census*

Over the next decade, Fremont is projected to experience steady growth in the sectors of Retail; Financial and Professional Services (which includes scientific and technical services); and Health, Education, and Recreation by 18%, 26%, and 38% respectively. The total number of total jobs is projected to increase by 14% - more than any other city in Silicon Valley.

*Source: Association of Bay Area Governments, Projections 2005*

### ***Labor Force***

Fremont residents are well educated with 71.6% having some college education. Over 43% of Fremont adults have a graduate and/or Bachelors degree. Fremont’s highly skilled and educated labor force, coupled with a current daytime employment population exceeding 105,000, is a substantial talent pool from which to attract new employees.

**Total # of Jobs in the City:** 105,500

**Unemployment Rate:** 3.3%

*Source: California State Employment Department, May 2005*



### ***Housing***

Fremont offers a diverse range of housing, from single-family residential to condos to live/work lofts to million dollar custom homes. The wide variety of available housing is sure to meet the needs of any buyer or renter.

#### **Median Home Price - Single Family Dwellings**

**& Condominiums:** \$625,000<sup>1</sup>

**Single-Family Units:** 48,572<sup>2</sup>

**Multi-Family Units:** 23,189<sup>2</sup>

<sup>1</sup>*DataQuick, May 2005*

<sup>2</sup>*City of Fremont Development & Environmental Services, December 2004*



*"Fremont has been an ideal business environment for Bema Electronics since its inception in 2000. This has contributed to the continuing success of Bema's electronics manufacturing services."*

Helen Kwong, President and Founder  
Bema Electronics, Inc.



***Fremont's Corporate Citizens Include:***

**Biotechnology**

Abgenix Inc.  
ARYX  
Baxter Bioscience  
Biokey Inc.  
Boston Scientific Corp.  
Cardima Inc.  
CIPHERGEN Biosystems Inc.  
Curon Medical Inc.  
Cytex Development  
DiscoverRx  
Encoll Corp.  
Genospectra  
Guidant Fremont  
Inamed Medical Products  
Lab Vision Corp.  
Lumicyte Inc.  
Microgenics Corp.  
NIDEK Inc.  
Nitinol Devices & Components  
Protein Design Labs Inc.  
Quark Biotech  
RITA Medical Systems  
Scios Inc.  
Spectra Laboratories Inc.  
Vicuron Pharmaceuticals  
ViOptix  
Wafergen

**High-Tech / Manufacturing**

@Road  
ActivCard Corp.  
Altigen Communications, Inc.  
AMAX Engineering Corp.  
ASI Corp.  
ASUS Computers  
Asyst Technologies Inc.  
Avanex Corporation  
Avant! Corporation  
AXT, Inc.  
Bema Electronics, Inc.  
ESS Technology Inc.  
EXAR Corporation  
Everdream  
Fine Pitch Technology  
Flash Electronics Inc.  
Intel

Lam Research Corp.  
Lexar Media Inc.  
Logitech Inc.  
LSI Logic Corp.  
Mattson Technology Inc.  
Milestone Technologies  
MMC Technology (Maxtor)  
Net.com  
New United Motor Manufacturing Inc.  
(NUMMI)  
PDP Systems  
Prominex  
Quanta Computer  
Seagate Technology  
Smart Modular Technologies  
Sonata Software  
Stats Chip PAC  
Sygate Technologies  
Synnex Corp.  
Therma Wave Inc.  
Tiburon Inc.  
Versant Corp.  
Virage Logic Corp.  
Volex Inc.  
Walters & Wolf Glass Co.  
Wavesplitter Technologies  
Western Digital  
Zomax Inc.

**Auto Dealerships**

Autowest Dodge Chrysler Isuzu  
Autowest Honda  
Autowest Mitsubishi  
Autowest Toyota  
Central Chevrolet  
Claridge's BMW  
Claridge's Mercedes-Benz  
Claridge's Porsche  
Jaguar/ Land Rover/ Volvo  
Magnussen's Lexus

**Hotels**

AmeriSuites Silicon Valley  
Belvior Springs Hotel  
Courtyard by Marriott  
Crawford Suites  
Extended Stay America

Fremont Marriott Hotel  
Garden Court Inn  
Hampton Inn  
La Quinta Inns & Suites  
Marriott Residence Inn  
Mission Peak Lodge / Howard Johnson  
Express Inn  
StudioPLUS

**Major Retail**

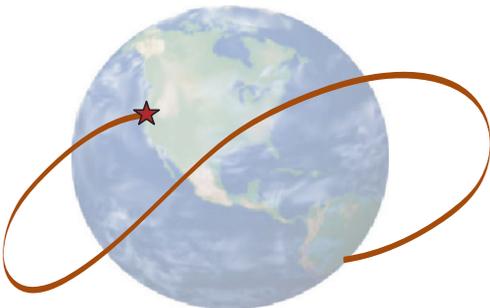
Barnes & Noble  
Bassett Furniture  
Bed Bath & Beyond  
Beverages & More  
Big 5 Sporting Goods  
Borders  
Casual Male Big & Tall  
Circuit City  
Costco  
Cost Plus World Market  
Dale Hardware  
DSW Shoes  
Fry's Electronics  
Home Depot  
Kohl's  
Linens N' Things  
Lowe's  
Marshall's  
Michaels  
Office Depot  
Old Navy  
Party America  
PETCO  
Petfood Express  
Pier 1 Imports  
Raley's  
REI Sporting Goods  
Target  
Trader Joe's  
Tri-City Sporting Goods

**Other**

Fremont Bank  
San Francisco Herb & Natural Food Co.  
Sysco Food Services  
The Men's Wearhouse (Headquarters)  
Washington Hospital Healthcare System



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*Fremont: "Where Main Street Meets the World!"*